

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*December 9th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter/Michelle Lane	X	
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff (Molly Larson), Chrysalis	X	
Angelina Schneider, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
John Catalano, LAPD	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:05 a.m.

## **2. Public Comment**

No public comment.

## **3. LAPD Report**

No report.

## **4. Approval of Minutes**

**MOTION:** To approve the 11/11/15 board minutes.

Moved by: A. Siegel

Seconded by: K. Bailey

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for November 2015. Total income for the year is under year to date by \$16,500 and is projected to finish 2015 that way. The majority of this is from assessment revenue being under for 2015 due to delinquent assessments and penalty fees being waived by the County on Prudential parcels that were revalued by the County. Administration, Office, and Public Space Management are under year-to-date. Communication is over \$235 year-to-date due to the timing. Total expenses are under year to date.

**MOTION:** To approve current financial report.

Moved by: K. Bailey

Seconded by: L. Fulton

**PASSED: Yes**

The Board also held a meeting prior to the December meeting to discuss different revenue generating options for the BID. The most feasible options to generate additional revenue were offering tree trimming and pressure wash services above BID services.

The draft budget for 2016 was presented for the 2<sup>nd</sup> time, but with an additional option. The first option looks at adding an additional security officer in May and using \$42,000 in BID reserves to fund it. The second option does not add an additional safety officer and uses \$17,000 in BID reserves. The cash flow statement projects going into 2016 with \$100K in reserves. Both options take into account the 5% increase on BID assessments and State (1/16) and City (7/16) minimum wage increases.

**MOTION:** To approve the first option budget to fund an additional safety officer in May 2016.

Moved by: L. Fulton

Seconded by: E. Levy

**PASSED: Yes**

## **6. Marketing Committee Report**

N. Bianconi discussed a work plan the NoHo Card program in 2016.

**MOTION:** To approve a 2016 NoHo Card proposal from NoHo Communications Group

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

## **7. Operations Report**

B. Lammert (Securitas) discussed current district crime trends and activity. M. Larso (Chrysalis) thanked the board for their support of Chrysalis over 2015.

A. Aulenta discussed being successful in obtaining a LANI grant for phase 2 of the BID banner replacement in 2016. Also discussed the NoHo International Film Festival using BID locations in May for 2 weeks.

A. Aulenta discussed 2015 holiday bonuses for the Clean/Safe teams.

**MOTION:** To approve holiday bonuses for Clean/Safe teams totaling \$2,300.

Moved by: A. Siegel

Seconded by: K. Bailey

**PASSED: Yes**

## **8. New Business**

A. Aulenta discussed the board and officer slate for 2016 elections.

**MOTION:** To approve 2016 slate for board officers and 2-year term renewal for board seats.

Moved by: L. Fulton

Seconded by: K. Bailey

**PASSED: Yes**

## **9. Adjourn**

Meeting adjourned at 12.35 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*October 14th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan		X
Al Siegel		X
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter/Michelle Lane	X	
Ed Levy		X
Josh Marx/Danielle Schoelen	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Richard Lawson/POV Entertainment	X	
Joel Holwerda, Chrysalis	X	
Angelina Schneider, CD2	X	
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
John Catalano	X	

## **1. Call to Order**

A. Aulenta called the meeting to order at 11:05 a.m.

## **2. Public Comment**

No public comment.

## **3. LAPD Report**

J. Catalano discussed district crime trends. In particular, property crimes are up. Announced there will be an upcoming neighborhood watch meeting soon at Living at NoHo.

## **4. Approval of Minutes**

**MOTION:** To approve the 9/9/15 board minutes.

Moved by: K. Bailey

Seconded by: G. Pena

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for September 2015. Total income for the year is about even with the budget for the year. Received remaining general benefit income (\$21,188) from LA City and \$3,246 in assessment revenue. Communication, Office, and Public Space Management are under year-to-date. Administration expenses are over year-to-date due to the timing of the annual City Fee collection. Total expenses are under year to date.

**MOTION:** To approve current financial report.

Moved by: K. Bailey

Seconded by: G. Pena

**PASSED: Yes**

## **6. Marketing Committee Report**

N. Bianconi gave an update on the the NoHo Card activity. A. Aulenta discussed new business brochures and new banners. Also discussed the upcoming Lit Crawl event.

## **7. Operations Report**

B. Lammert (Securitas) discussed current district crime trends and activity. General discussion on district homeless issues. Representative from POV Entertainment concerned about Magnolia portion. J. Holwerda (Chrysalis) discussed maintenance activity.

## **8. Adjourn**

Meeting adjourned at 12.10 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*November 11th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter/Michelle Lane	X	
Ed Levy	X	
Josh Marx/Danielle Schoelen	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2		X
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
John Catalano, LAPD	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:02 a.m.

## **2. Public Comment**

No public comment.

## **3. LAPD Report**

J. Catalano discussed district crime trends. Overall, crime is up 12% year to date from the year prior. Hotspots for BID include 5200 to 5300 Lankershim Boulevard to help cut down on property/theft crimes.

## **4. Approval of Minutes**

**MOTION:** To approve the 10/14/15 board minutes.

Moved by: A. Siegel

Seconded by: M. Lane

**PASSED: Yes**

## **5. Financial Report**

S. Gibson explained the financials for October 2015. Total income for the year is ahead of the budget for the year. Received \$71,231 in assessment revenue. Office, and Public Space Management are under year-to-date. Communication and Administration expenses are over year-to-date due to the timing. Total expenses are under year to date.

**MOTION:** To approve current financial report.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

S. Gibson presented the first draft budget for 2016. The draft budget takes into account the 5% increase on BID assessments and State (1/16) and City (7/16) minimum wage increases. The budget also details costs for adding an additional safety officer beginning in May/June. Board decided to hold off on approving budget until December and discussed exploring different revenue sources other than BID assessments to help supplement the budget. A revenue brainstorming session will be held prior to the next meeting to look at other funding sources aside from BID assessments.

## **6. Executive Director's Report**

S. Gibson discussed BID Consortium collaborative funding request for a part-time administrative position.

**MOTION:** To approve contributing \$250 to the collaborative funding.

Moved by: L. Fulton

Seconded by: E. Levy

**PASSED: Yes**

## **7. Marketing Committee Report**

N. Bianconi gave an update on the the NoHo Card activity.

## **8. Operations Report**

B. Lammert (Securitas) discussed current district crime trends and activity. R. Stoff (Chrysalis) discussed maintenance activity. A. Aulenta discussed a valet parking meeting between the City, BID, and vendors, and gave an update on sidewalk vending legalization.

## **9. Adjourn**

Meeting adjourned at 12.30 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*January 7th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter		X
Ed Levy	X	
Josh Marx	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group		X
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Shannon Currie-Holmes, Darling Productions	X	
Angelina Fowler, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	



1. Call to Order

B. Akhavan called the meeting to order at 11:05 a.m.

2. Public Comment

No public comment.

3. LAPD Report

No report.

4. Approval of Minutes

**MOTION:** To approve the 11/12/14 board minutes.

Moved by: Al Siegel

Seconded by: Ed Levy

**PASSED: Yes**

5. Financial Report (S. Gibson)

S. Gibson explained the financials for December 2014. Total income for the year is over by \$110,000 due to receiving prior year delinquent assessment revenue and penalty fees. Administration finished under year-to-date. Communication is over for the year due to increases in event/destination marketing expenses and the Lit Crawl event. Office, Public Space Management (Maintenance/Safety), and CRA Maintenance finished under budget year-to-date.

**MOTION:** To approve financial report for December.

Moved by: Al Siegel

Seconded by: Linda Fulton

**PASSED: Yes**

6. Marketing Committee Report (A. Aulenta)

Shannon Currie-Holmes and Nancy Bianconi discussed their marketing proposals for 2015.

Shannon's scope of work includes updating the business directory, creating a programming portal for the People Street Plaza and continued work on Street Box Art from Jan-March 2015. The NoHo Communications Group scope includes continuation of the NoHo Card Program from Jan-June 2015.

**MOTION:** To approve a marketing contract with Shannon Currie Holmes for \$5,000 and NoHo Communications Group for \$3,000.

Moved by: Ed Levy

Seconded by: Al Siegel

**PASSED: Yes**

7. Executive Director Report (S. Gibson)

A. Aulenta discussed board/officer elections for 2015.

**MOTION:** To approve slate of 2-year term renewals for Linda Fulton, Al Siegel and Kevin Bailey.

Moved by: Ed Levy

Seconded by: Gail Pena

**PASSED: Yes**

**MOTION:** To approve slate of 2015 Board Officers.

Moved by: Ed Levy

Seconded by: Al Siegel

**PASSED: Yes**

8. Operations Report (A. Aulenta)

A. Aulenta gave an update on the People Street plaza and the installation timeline. B. Lammert (Securitas) discussed current district crime trends and activity. R. Stoff (Chrysalis) discussed maintenance activity.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*February 11th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Levy	X	
Josh Marx (Danielle Schuler)	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group		X
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Shannon Currie-Holmes, Darling Productions	X	
Angelina Fowler, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group		X

1. Call to Order

B. Akhavan called the meeting to order at 11:06 a.m.

2. Public Comment

No public comment.

3. LAPD Report

No report.

4. Approval of Minutes

**MOTION:** To approve the 1/7/15 board minutes.

Moved by: Al Siegel

Seconded by: Linda Fulton

**PASSED: Yes**

5. Financial Report (S. Gibson)

S. Gibson explained the financials for January 2015. Total income for the year is under based on the timing of the first assessment payment. First payment of \$145,000 is expected to be deposited in one week and will reflect on the February financials next month. Administration, Communication, Office, and Public Space Management are under year-to-date.

**MOTION:** To approve financial report for January.

Moved by: Linda Fulton

Seconded by: Ed Levy

**PASSED: Yes**

6. Marketing Committee Report (S. Currie-Holmes)

S. Currie-Holmes discussed business directory updates and is beginning work on creating a web portal for events at NoHo Plaza on the BID website.

7. Operations Report (A. Aulenta)

A. Aulenta gave an update on the upcoming People Street plaza ribbon cutting and maintenance. A. Aulenta also discussed the CicLAvia Valley event on March 22<sup>nd</sup>.

A. Aulenta and B. Lammert discussed shifting the safety hours from 1:30pm to noon to respond to district activity and trends. The safety team will shift hours for one month and report back to the board.

B. Lammert (Securitas) discussed current district crime trends and activity. R. Stoff (Chrysalis) discussed maintenance activity.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*March 11th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Joel Holwerda, Chrysalis	X	
Shannon Currie-Holmes, Darling Productions		X
Angelina Fowler, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	

1. Call to Order

B. Akhavan called the meeting to order at 11:05 a.m.

2. Public Comment

No public comment.

3. LAPD Report

No report.

4. Approval of Minutes

**MOTION:** To approve the 2/11/15 board minutes.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

5. Financial Report (S. Gibson)

A. Aulenta explained the financials for February 2015. Total income for the year is under based on the timing. The first assessment payment of 2015 was received in February for \$145,645. Administration, Office, and Public Space Management are under year-to-date. Communication is over by \$400 due to timing. Total expenses are under year to date.

**MOTION:** To approve financial report for February.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

6. Marketing Committee Report

A. Aulenta discussed and the Board reviewed the Use Policy developed for NoHo Plaza. The policy will be made available on the BID website alongside the use application.

N. Bianconi gave an update on the NoHo Card and its participants.

7. Operations Report (A. Aulenta)

B. Lammert (Securitas) discussed current district crime trends and activity. B. Lammert also reported back to the board on the shift change from last month and its success. J. Holwerda (Chrysalis) discussed maintenance activity.

A. Aulenta discussed the People St plaza ribbon cutting and maintenance. Board discussed purchasing 2 more sets of furniture for the Plaza. Also discussed the possibility of a green wall at the plaza site and J. Holwerda offered to get prices.

A. Aulenta made the board aware of a proposed sidewalk vending ordinance being considered by the City of L.A.

A. Fowler discussed the availability of 10 new wire trash receptacles for BID use, and asked if the BID could explore pet waste bags holders for some locations around the district.

8. Great Street Update

A. Fowler discussed the Great Street program and an upcoming walk through with the Mayor's office and City departments.

9. New Business

L. Fulton announced Phat Dog would soon begin hiring for 40 restaurant positions.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*April 8th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Levy		X
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Shannon Currie-Holmes, Darling Productions	X	
Angelina Fowler, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group		X

1. Call to Order

B. Akhavan called the meeting to order at 11:07 a.m.

2. Public Comment

No public comment.

3. LAPD Report

No report.

4. Approval of Minutes

**MOTION:** To approve the 3/11/15 board minutes.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

5. Financial Report (S. Gibson)

S. Gibson explained the financials for March 2015. Total income for the year is on budget based on the timing. The second assessment payment of 2015 was received in March for \$39,121.60. Administration, Office, and Public Space Management are under year-to-date. Administration is over by \$6,000 due to the timing of the annual City Fee collection and Communication is over by \$270 due to timing. Total expenses are under year to date. Next month is the time to make a decision on submitting an assessment increase to the County Assessor for 2016. Staff will be providing an analysis of projected costs for 2016 on this at the May meeting.

**MOTION:** To approve financial report for March.

Moved by: L. Fulton

Seconded by: G. Pena

**PASSED: Yes**

6. Executive Director Report (S. Gibson)

S. Gibson discussed proposed Senate Bill 608, the Right to Rest Act.

**MOTION:** To approve sending a letter in opposition of Senate Bill 608.

Moved by: A. Siegel

Seconded by: G. Pena

**PASSED: Yes**

7. Marketing Committee Report

S. Currie Holmes discussed the reprinting of the business directories and street box art.

8. Operations Report (A. Aulenta)

A. Aulenta discussed two cost items with the board; purchasing pet waste stations as a pilot program around district trash receptacles and trash receptacle identity markers.

**MOTION:** To approve spending up to \$700 for a pet waste station pilot program.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

A. Aulenta discussed upcoming programming and purchasing 2 more sets of furniture for NoHo Plaza. Also discussed feedback on the south side of Magnolia being dirty on Sunday's from bar/restaurant food traffic. BID placed more trash receptacles along Magnolia in response.

B. Lammert (Securitas) discussed current district crime trends and activity. R. Stoff (Chrysalis) discussed maintenance activity.



*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*May 13th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton		X
Kevin Bailey	X	
Scott McCarter		X
Ed Levy	X	
Josh Marx/Danielle Schoelen	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Shannon Currie-Holmes, Darling Productions	X	
Angelina Fowler, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
Bob Peppermuller, Midtown Neighborhood Council	X	
John Catalano, LAPD	X	

1. Call to Order

B. Akhavan called the meeting to order at 11:05 a.m.

2. Public Comment

No public comment.

3. LAPD Report

J. Catalano reported on crime trends. Crime is up throughout all of LA, including North Hollywood Division. Discussion on overnight campers on Tujunga next to the park.

4. Approval of Minutes

**MOTION:** To approve the 4/8/15 board minutes.

Moved by: A. Siegel

Seconded by: K. Bailey

**PASSED: Yes**

5. Financial Report (S. Gibson)

S. Gibson explained the financials for April 2015. Total income for the year is above budget based on the timing. The third assessment payment of 2015 was received in April for \$55,162.50. Office expenses and Public Space Management are under year-to-date. Administration is over by \$2,600 due to the timing of the annual City Fee collection and Communication is over by \$500 due to timing. Total expenses are under year to date. S. Gibson also discussed the County Assessor temporarily lifting assessment revenue received from delinquent Prudential parcels in 2014 due to property valuation changes. A cash flow for 2015 was presented and assessment income is expected to be redistributed to the BID in September of this year.

**MOTION:** To approve financial report for April.

Moved by: K. Bailey

Seconded by: G. Pena

**PASSED: Yes**

6. Executive Director Report (S. Gibson)

S. Gibson presented an analysis of projected cost increases for both 2016 and 2017 related to both the State and LA City minimum wages. The board discussed the projections in detail and decided to raise assessment rates for 2016 due to labor cost increases.

**MOTION:** To increase 2016 assessment rates by 5%.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

7. Marketing Committee Report

S. Currie Holmes discussed the street box art project.

N. Bianconi discussed the NoHo Card.

8. Operations Report (A. Aulenta)

A. Aulenta discussed new pet stations going into 5 locations. A. Aulenta also discussed upcoming NoHo Plaza programming and new site furnishings. B. Lammert (Securitas) discussed current district crime trends and activity. R. Stoff (Chrysalis) discussed maintenance activity.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*June 10th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel		X
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter		X
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Fowler, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
Dan Cain, Acme Comdey	X	

1. Call to Order

B. Akhavan called the meeting to order at 11:08 a.m.

2. Public Comment

No public comment.

3. LAPD Report

No report.

4. Approval of Minutes

**MOTION:** To approve the 5/13/15 board minutes.

Moved by: K. Bailey

Seconded by: E. Levy

**PASSED: Yes**

5. Financial Report (A. Aulenta)

A. Aulenta explained the financials for May 2015. Total income for the year is below budget due to the temporary lifting of assessment revenue for valuation changes on delinquent parcels from 2014. The fourth assessment payment of 2015 was received in May for \$31,000. Communication, Office expenses and Public Space Management are under year-to-date. Administration is over by \$1,300 due to the timing of the annual City Fee collection. Total expenses are under year to date.

**MOTION:** To approve current financial report.

Moved by: L. Fulton

Seconded by: K. Bailey

**PASSED: Yes**

6. Marketing Committee Report

N. Bianconi gave an update on the the NoHo Card and activity.

The NoHo card program contract with NoHo Communications Group is set to expire at the end of June and the board discussed extending the program until the end of 2015.

**MOTION:** To extend NoHo Card Program with NoHo Communications Group to the end of 2015.

Moved by: L. Fulton

Seconded by: E. Levy

**PASSED: Yes**

7. Operations Report

B. Lammert (Securitas) discussed current district crime trends and activity. R. Stoff (Chrysalis) discussed maintenance activity. A. Aulenta discussed the available Great Streets Challenge grant and partnering with 11:11. Board decided not to move forward on the opportunity.

8. Chairman's Report

B. Akhavan discussed taking off a meeting date during the summer months and the month of July was picked.

9. New/Old Business

Dan Cain, Acme Comedy, discussed the NoHo Fringe Festival to be held October 1<sup>st</sup>-25<sup>th</sup> with the board.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*August 12th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter/Michelle Lane	X	
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
Jessica Burek, Coalition for Small Business	X	

1. Call to Order

B. Akhavan called the meeting to order at 11:01 a.m.

2. Public Comment

No public comment.

3. Presentation- Coalition to Save Small Business

J. Burek presented to the Board on the proposed sidewalk vending legalization ordinance within the City of LA and discussed the role of the Coalition to Save Small Business.

**MOTION:** For the NoHo BID to join the Coalition to Save Small Business.

Moved by: E. Levy

Seconded by: L. Fulton

**PASSED: Yes**

4. LAPD Report

No report.

5. Great Streets Streetscape

A. Schneider discussed the Great Street project and potential streetscape elements slated for Lankershim Boulevard.

6. Approval of Minutes

**MOTION:** To approve the 6/10/15 board minutes.

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

7. Financial Report

S. Gibson explained the financials for July 2015. Total income for the year is ahead of budget for the year. \$50,000 of assessment income was received and another \$5,000 of general benefit income from a LADWP grant. Expect the remainder of the general benefit payment from LA City of \$21,000 to be paid in August/September. Communication, Office expenses and Public Space Management are under year-to-date. Administration expenses are over year-to-date due to the timing of the annual City Fee collection. Total expenses are under year to date.

**MOTION:** To approve current financial report.

Moved by: E. Levy

Seconded by: G. Pena

**PASSED: Yes**

8. Marketing Committee Report

N. Bianconi gave an update on the the NoHo Card activity and new businesses that joined.

A. Aulenta discussed LANI matching grant received (\$3,000) to purchase new neighborhood banners for BID district and grant expenditure deadline. Approximately half the existing banners can be replaced with LANI and BID funds, and an application will be sent in to replace the other half in 2016.

**MOTION:** To spend \$3,000 to match LANI grant received and purchase new banners to replace existing light pole banners.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

9. Operations Report

No Report due to time considerations.

10. Closed Session to Discuss Pending Litigation (Civil Action #14-7926)

Board discussed Summons related to Civil Action case number 14-7926. Response to summons is due by August 21st. If Securitas (safety vendor) and/or Insurance company (Farmer's) does not respond to summons on behalf of the NoHo BID by due date, BID Board authorized spending funds on attorney fees to respond to Summons.

11. Adjourn

Meeting adjourned at 12:29 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)*

*Board of Director's Meeting*

*September 9th, 2015 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter/Michelle Lane	X	
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Shannon Currie-Holmes, Darling Productions	X	
Joel Holwerda, Chrysalis	X	
Angelina Schneider, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	



## **1. Call to Order**

B. Akhavan called the meeting to order at 11:02 a.m.

## **2. Public Comment**

No public comment.

## **3. Presentation- North Hollywood Film Festival**

N. Goodman and H. Goodman discussed the 2016 North Hollywood Film Festival. Film Festival will take place in NoHo Arts District venues from April 28<sup>th</sup> to May 1<sup>st</sup>, 2016.

## **4. LAPD Report**

No report given at board meeting. Report was given following meeting adjournment.

## **5. Approval of Minutes**

**MOTION:** To approve the 8/12/15 board minutes.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

## **6. Financial Report**

A. Aulenta explained the financials for August 2015. Total income for the year is ahead of budget for the year. Expected to receive remaining general benefit income (\$21,188) from LA City in September. Communication, Office, and Public Space Management are under year-to-date. Administration expenses are over year-to-date due to the timing of the annual City Fee collection. Total expenses are under year to date.

**MOTION:** To approve current financial report.

Moved by: L. Fulton

Seconded by: E. Levy

**PASSED: Yes**

## **7. Marketing Committee Report**

N. Bianconi gave an update on the the NoHo Card activity and new businesses that joined. Also beginning to research a new type of card for 2016.

S. Currie Holmes discussed the street box art project. Request was made to board to provide \$3,000 in funds to match what Neighborhood Council and LA City have agreed to contribute. Also discussed was setting up a review committee to review artwork for the signal boxes and the BID having a seat on the committee. The project will be managed by 11:11 going forward.

**MOTION:** To provide \$3,000 in matching funds to the street box art project.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

## **8. Operations Report**

B. Lammert (Securitas) discussed current district crime trends and activity. An increase in homeless activity was discussed in detail. J. Holwerda (Chrysalis) discussed maintenance activity.

## **9. Chairman's Report**

Announcement of Metro focus group meeting scheduled to be held in BID office on September 16<sup>th</sup>. Meeting will discuss Red Line station development.

**10. Closed Session to Discuss Pending Litigation (Civil Action #14-7926)**

Both the BID and B. Lammert were formally dismissed from pending litigation.

**11. Adjourn**

Meeting adjourned at 11:57 a.m.